



**BE COUNTED,  
LONGBEACH**

## City of Long Beach Complete Count Committee

December 6, 2019

**December 6, 2019**  
**9:00AM-11:00AM**  
**Billie Jean King Main Library**



**I. Welcome**

- a. Kevin J. Jackson, Deputy City Manager, City of Long Beach
- b. Quentin Brown, Office of the Deputy of Superintendent of Schools, LBUSD

**II. Strategic Plan**

**III. Implementation Plan**

- a. Overview
- b. November Workshop Follow Up
- c. Completed Outreach Reporting
- d. Proposed Plan Adoption
- e. LB-CCC 2020 Meeting Calendar

**IV. Event Planning**

- a. Kickoff Event January 17 (Tentative)
- b. Upcoming Outreach Calendar
- c. Proposed Events for 2020 Census

**V. Announcements and Reminders**

- a. Member Announcements
- b. State Legislative Hearing Invitation
  - i. December 10, 11AM-1PM
  - ii. Long Beach City Hall, Civic Chambers
- c. Next LB-CCC Meeting
  - i. January 17, 9AM-11AM
  - ii. Location: TBD
  - iii. Press Conference (Tentative)

**VI. Celebration**



## LONG BEACH Complete Count Committee

# IMPLEMENTATION PLAN

*"To ensure each and every person  
from newborn up is counted"*

# Draft Implementation Plan Overview

## **Mission**

“Ensure that each and every person from newborn up is counted in Long Beach in the 2020 Census”

## **Vision**

“Everyone counts in Long Beach”

# Draft Implementation Plan Overview: Narrative

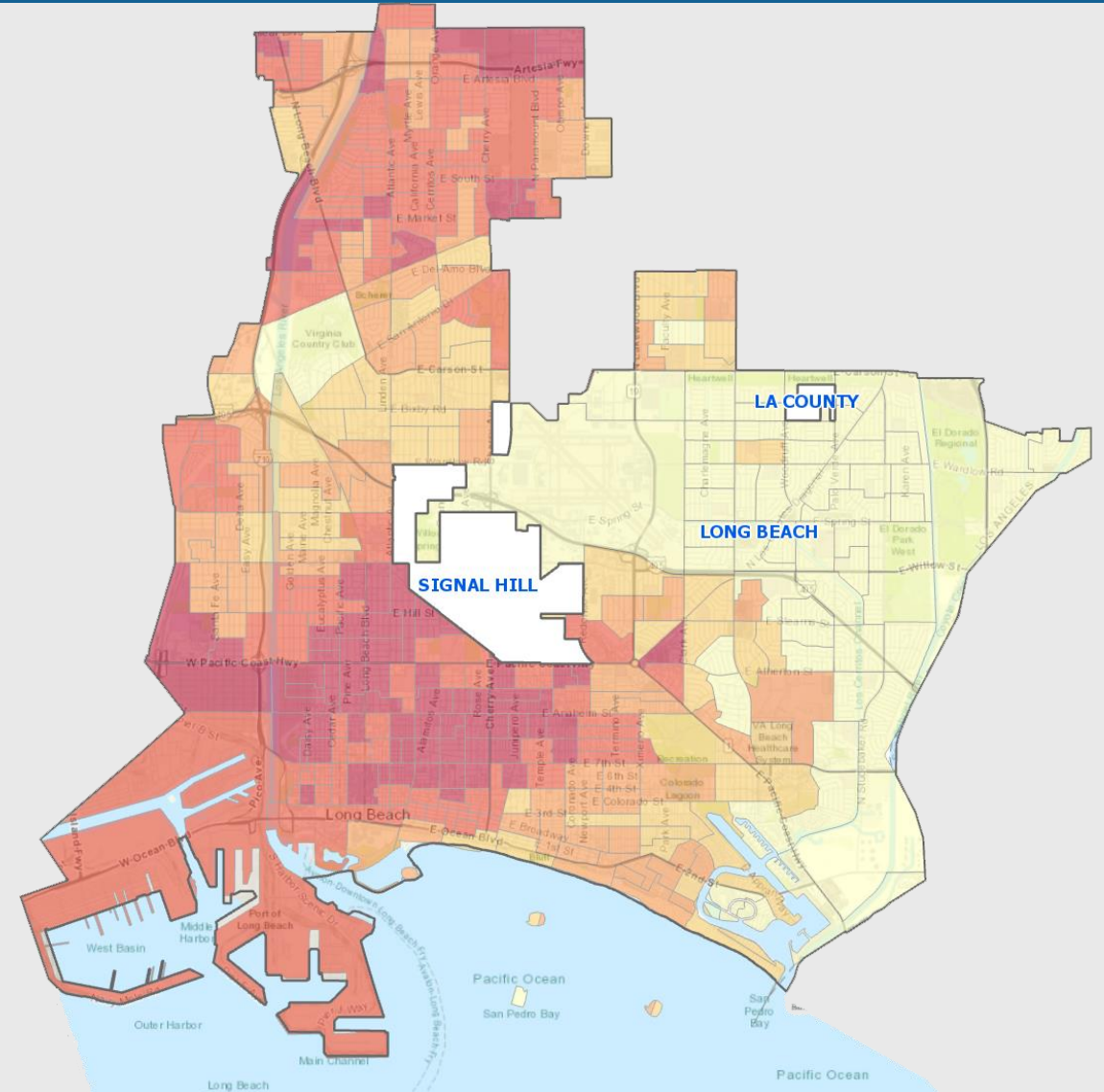
**“Capitalizing on the existing resources of LB-CCC member organizations was the key to developing the Implementation Plan.”**





# Draft Implementation Plan Overview: Strategic Activities

**“Comprised of hundreds of strategic activities that Committee members have committed to carrying out in support of 2020 Census”**

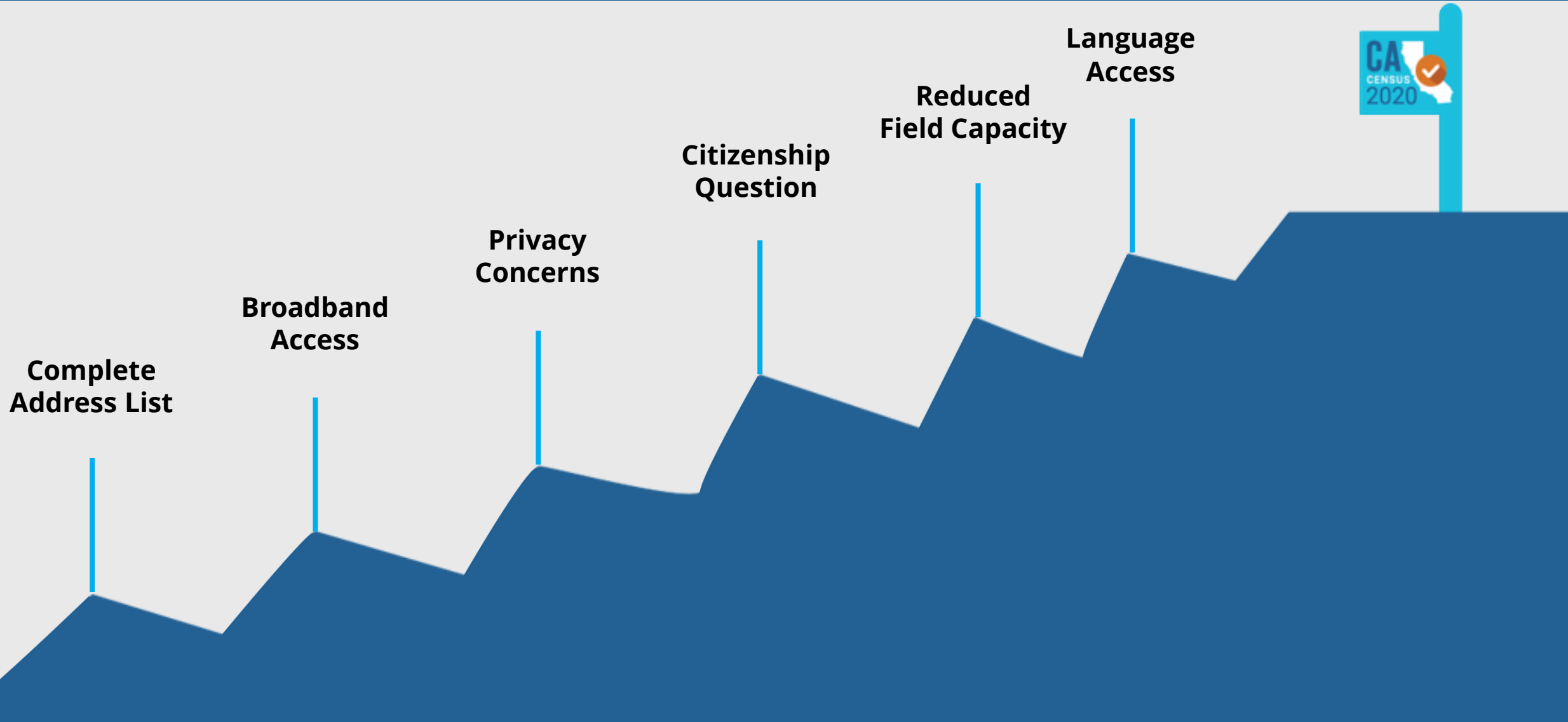


# Draft Implementation Plan Overview: 7 Activity Categories

- Community Engagement and Direct Outreach
- Digital Outreach
- Recruitment and Training
- Census Action Kiosks
- Organizational Inreach
- Educational Census Events
- Media Development and Outreach



# Challenges to a Complete Count





# Draft Implementation Plan Overview: Moving Forward



## Approach

- Evaluate Effectiveness
- Continuous Improvement
- Nimble and Adaptive



## Tools

- Funding
- Rapid Response Funding
- SwORD
- Training
- Resource Sharing



# November Workshop Follow Up



Informing residents about census in a fun way

Fee waivers for meeting and training spaces

Translation services

Communicate census job opportunities

Better informed census materials and merchandise



Funding Opportunity

Exploring ways to reduce/eliminate fees

Partnering with LAP and partners to provide appropriate services

Working partnership between Pacific Gateway, Census Bureau, CBO's

Committee member input sought

# Outreach Reporting Template

Please use this form to track the activities that your organization has completed so that we can maintain an accurate record of outreach and engagement efforts with the community and track progress against the implementation plan.

\* Required

1. Name of contact submitting report \*

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2. Email of contact submitting report \*

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3. Name of organization \*

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## Activity Details

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4. Location \*

If this was a specific event, please share the exact location. If the activity was across a region (such as canvassing) please enter a central location or point where the activity happened.

CA  
CENSUS  
2020



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# Committee 2020 Monthly Schedule

- January 17
- February 21
- March 20 (12 Days Until Census Day)
- April 17
- May 15
- June 19
- July 17
- August 21
- September 18





CA  
CENSUS  
2020



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*Share with us the upcoming events, canvassing, trainings, and tabling opportunities your organization has confirmed where you plan to have materials or discussion about the 2020 Census.*

Date	Time	Event Name	Event Description	Location	Barriers/Needs

CA  
CENSUS  
2020



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